

Fig. 1

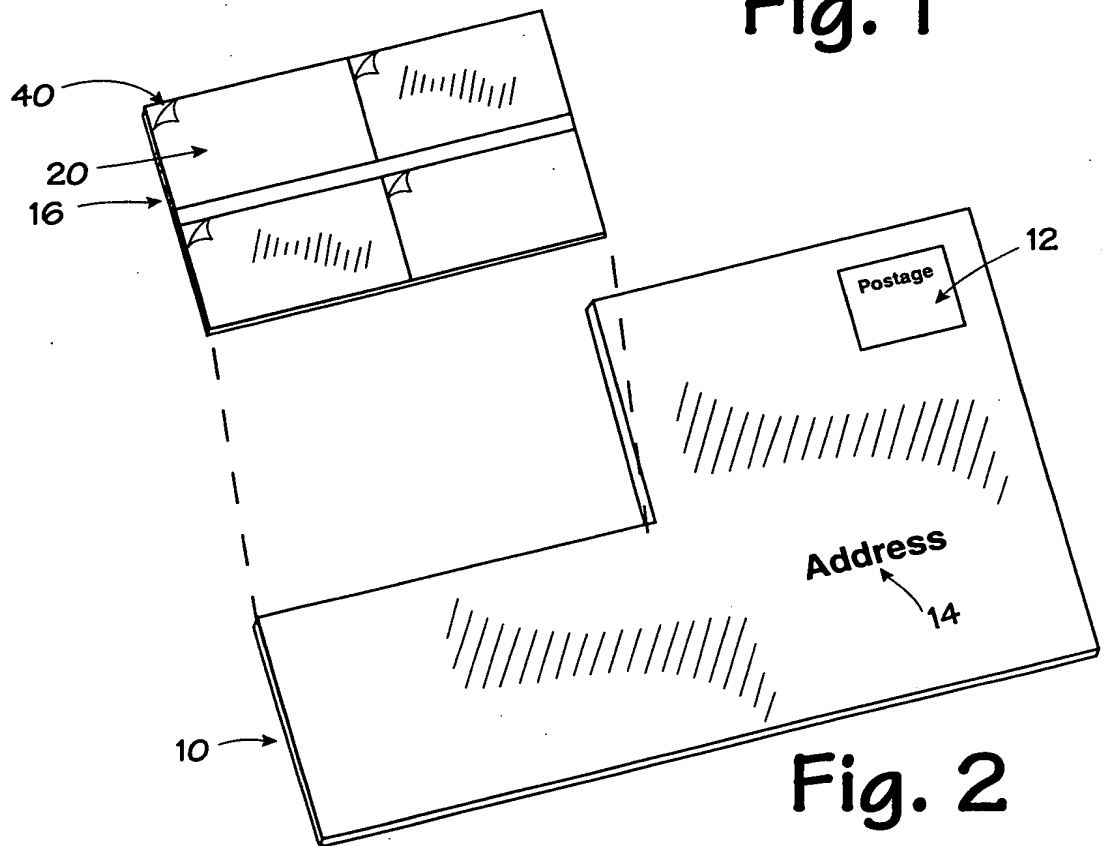


Fig. 2

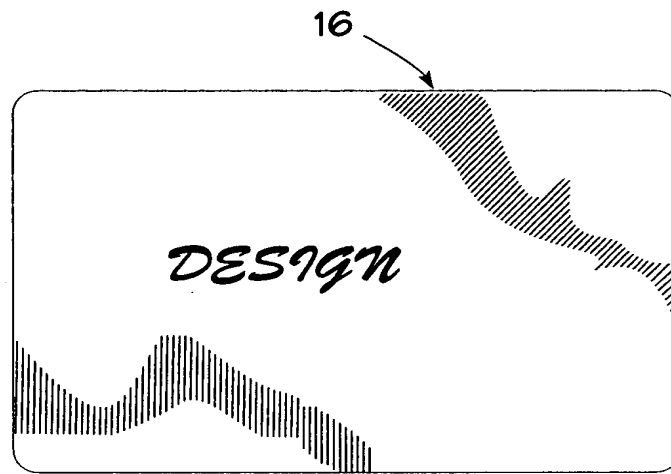
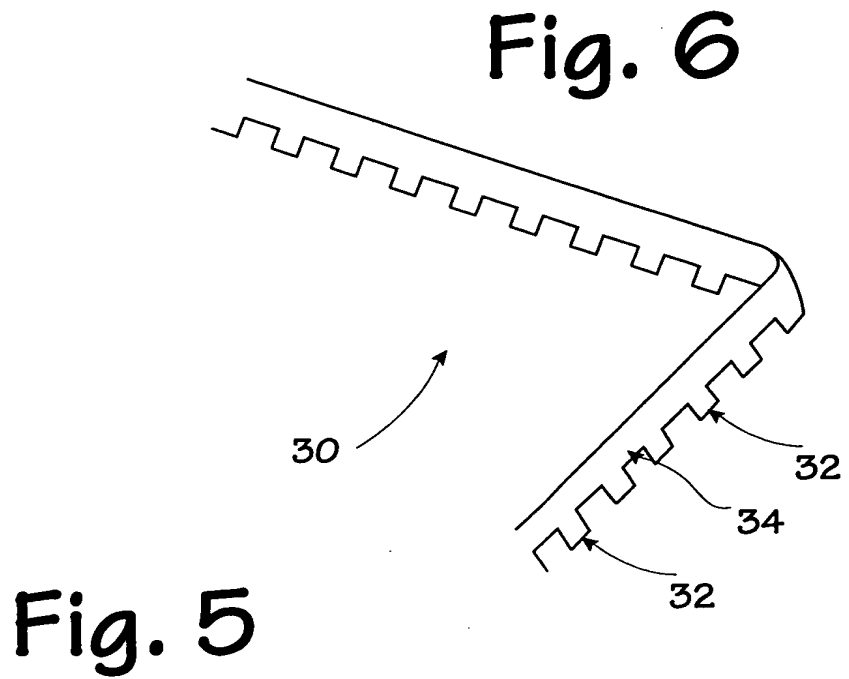
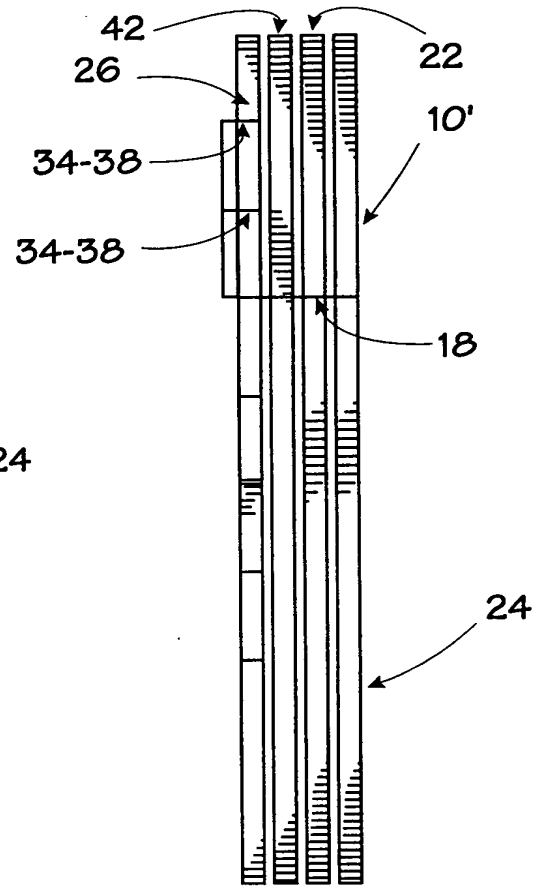
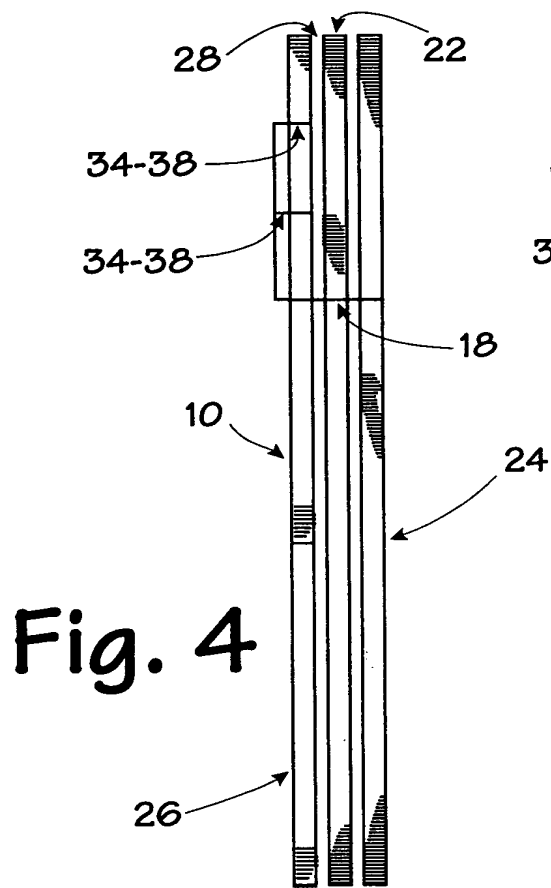


Fig. 3



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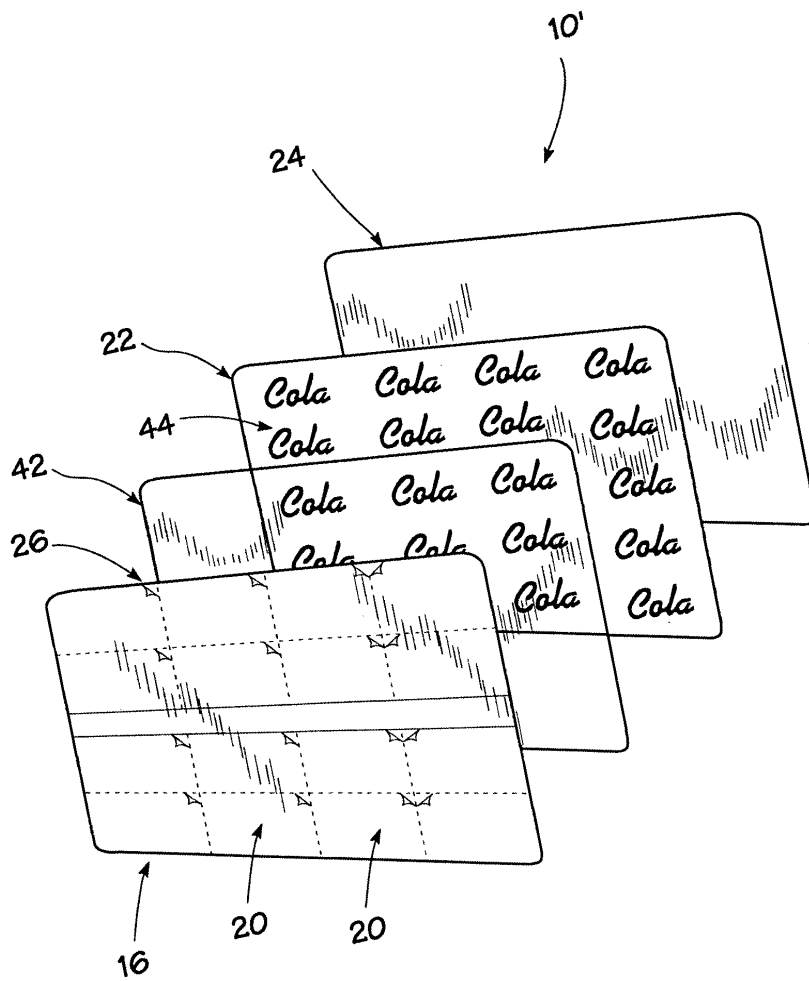


Fig. 7

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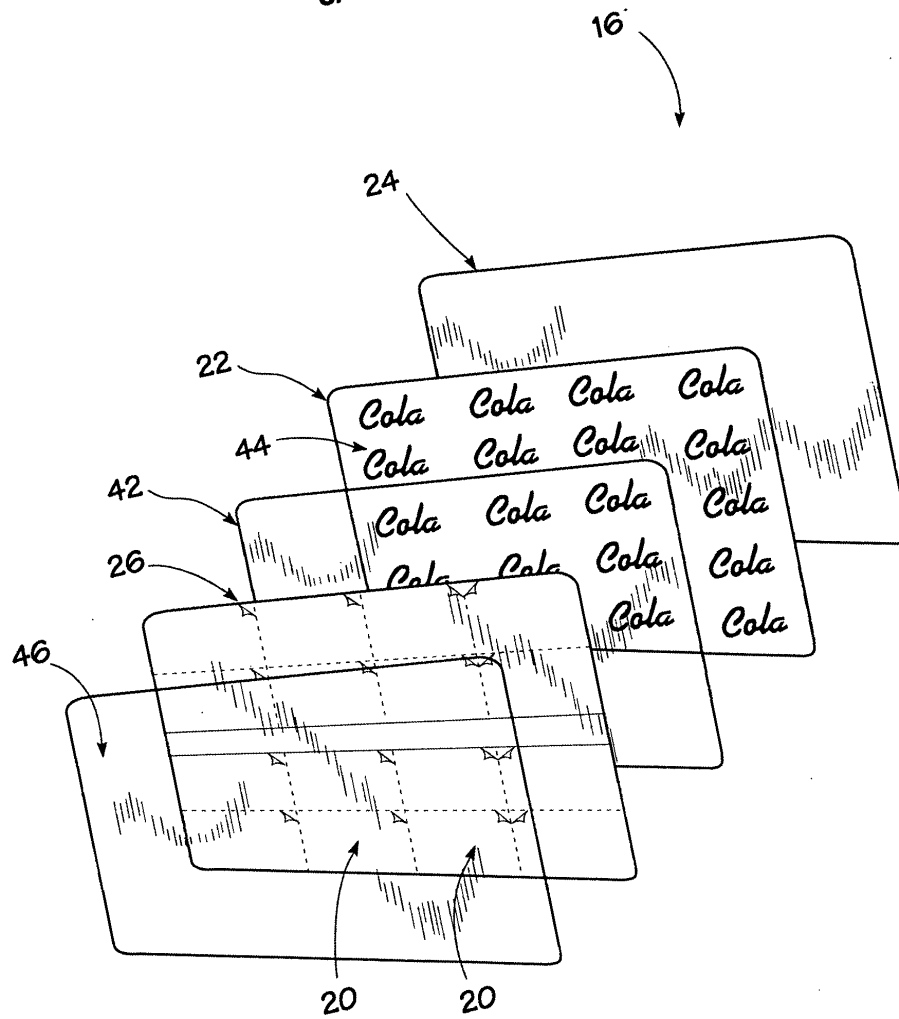


Fig. 8

Front View

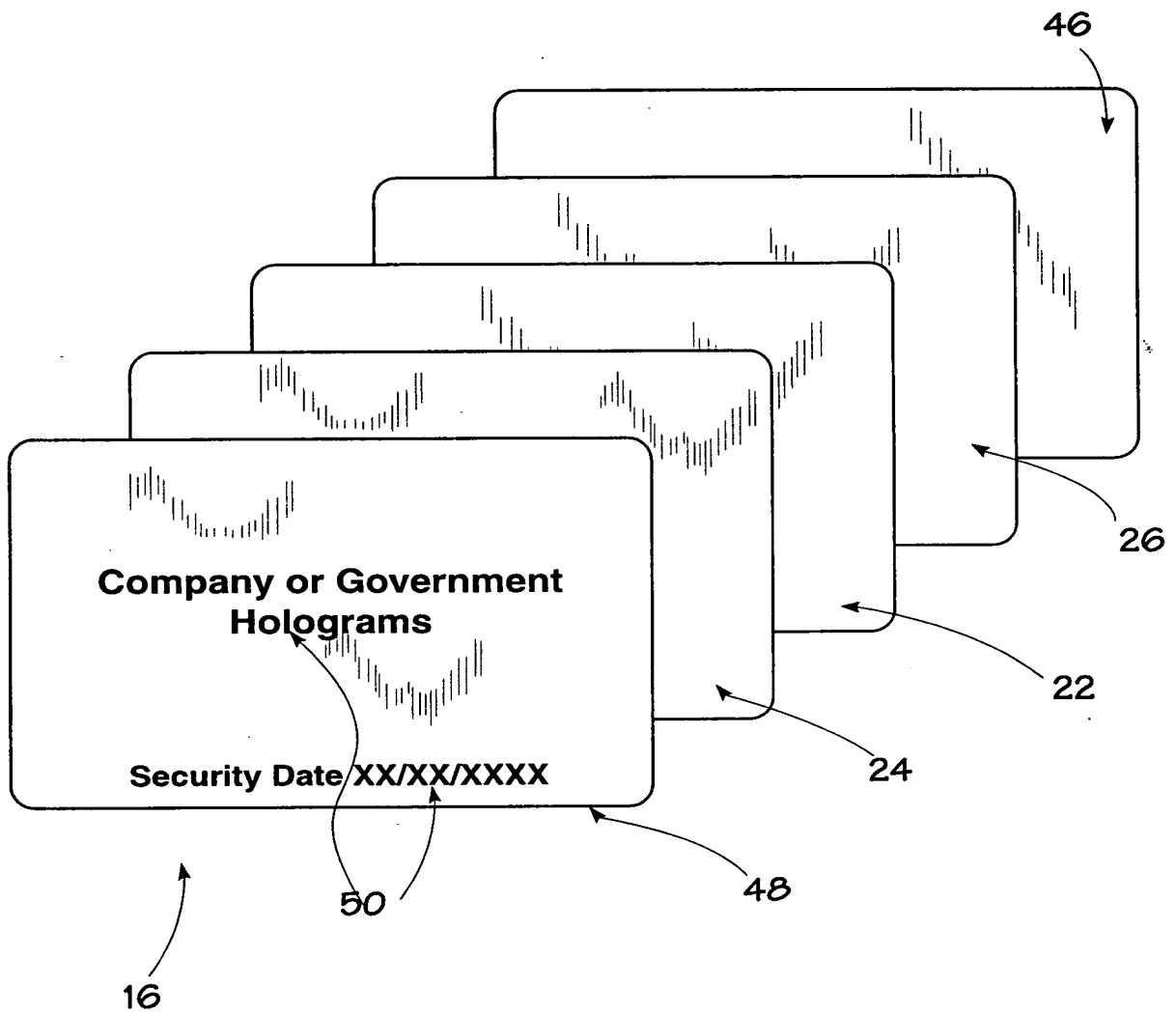


Fig. 9

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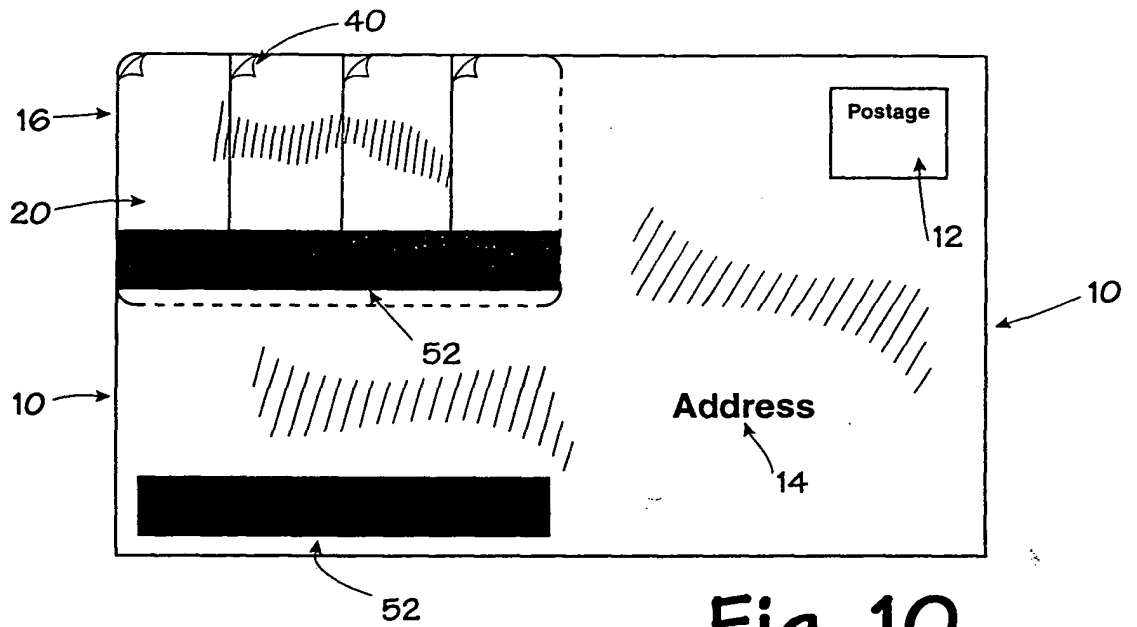


Fig. 10

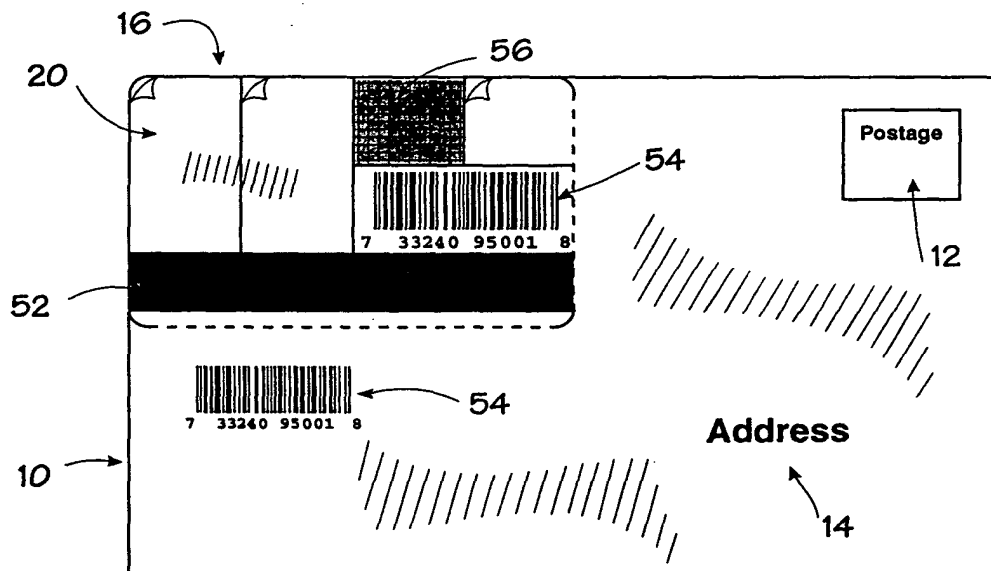


Fig. 11

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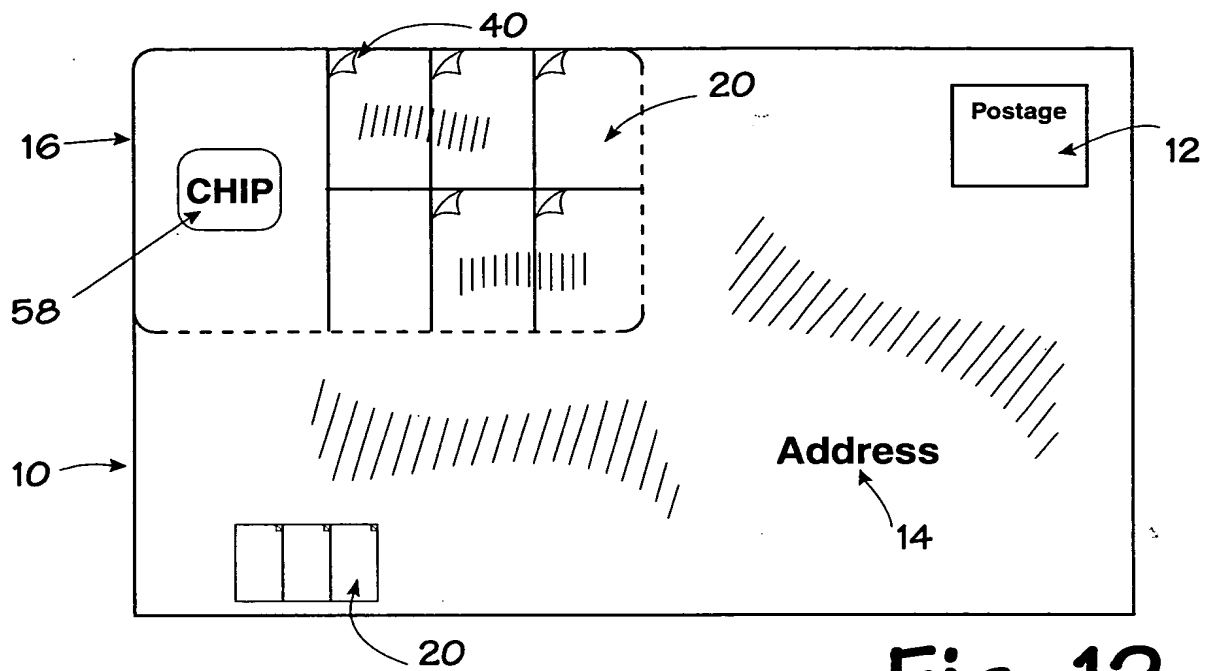


Fig. 12

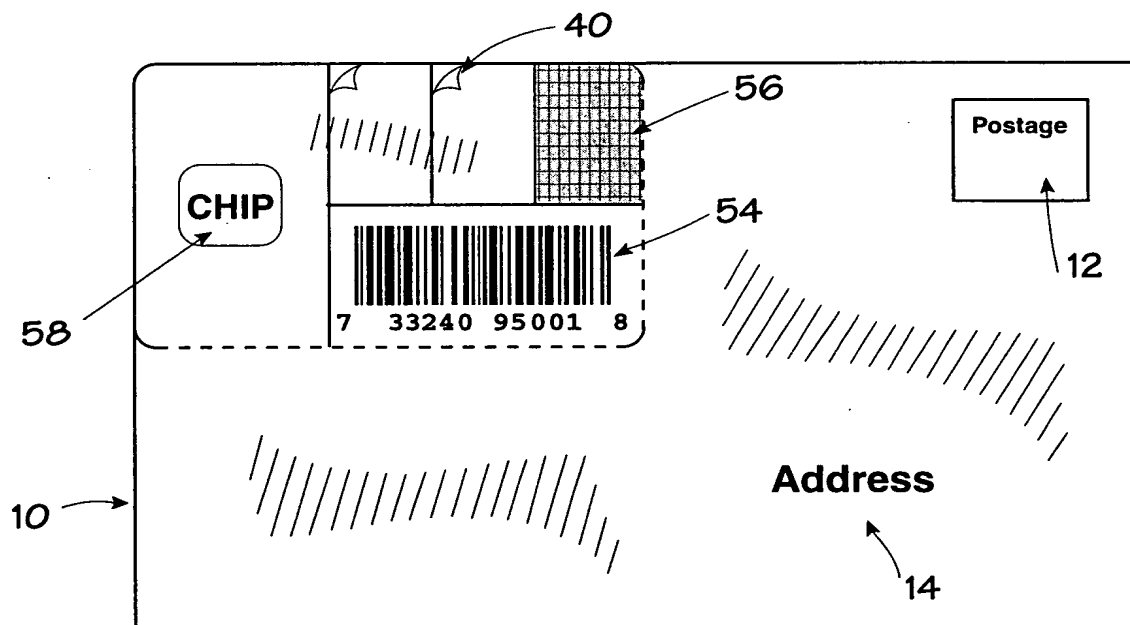


Fig 13

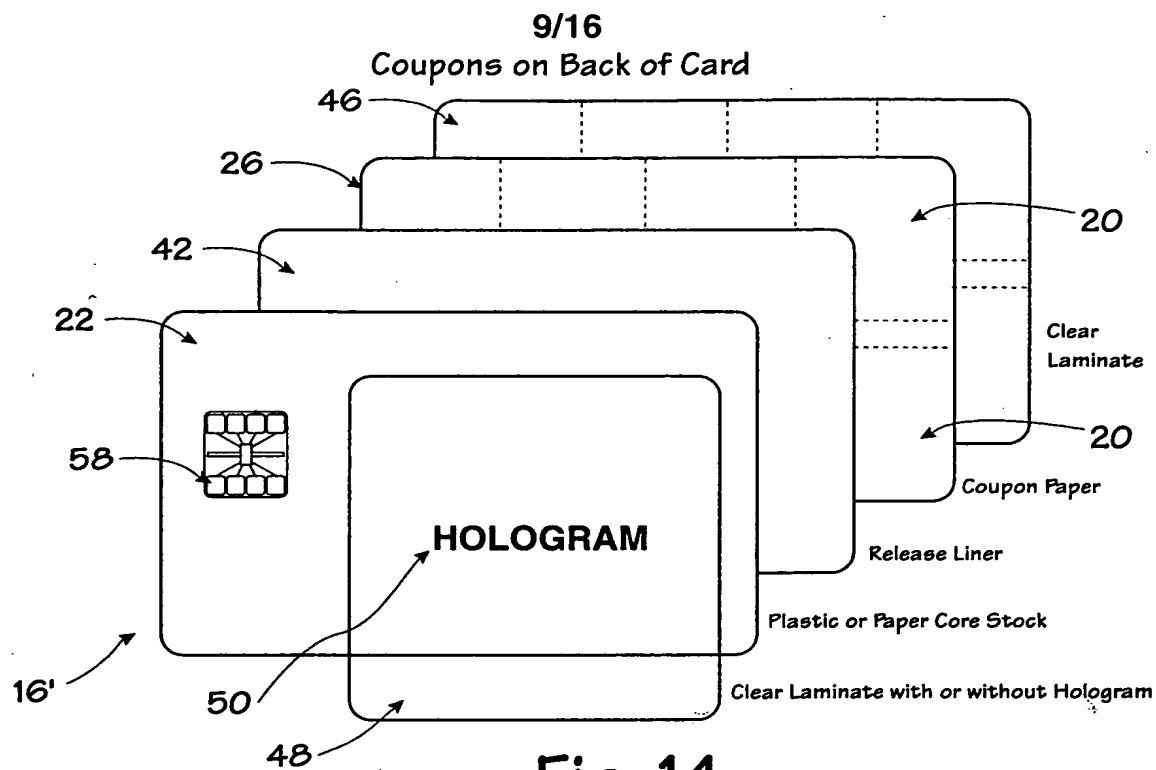


Fig. 14

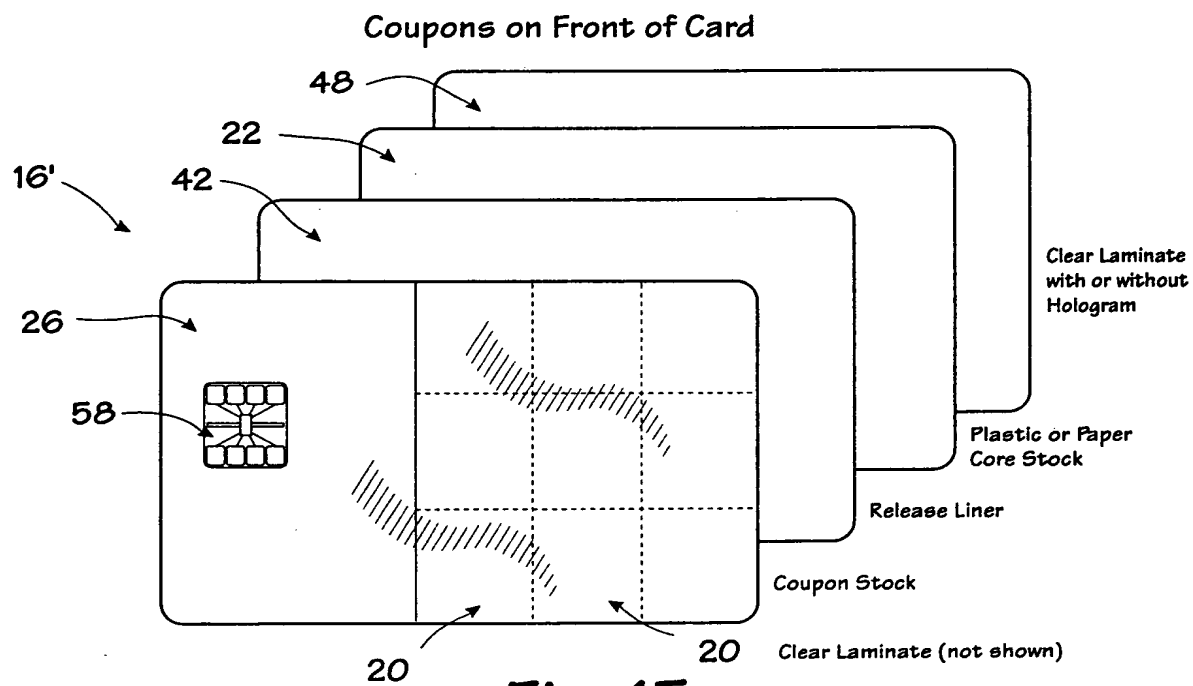


Fig. 15

Fig. 16

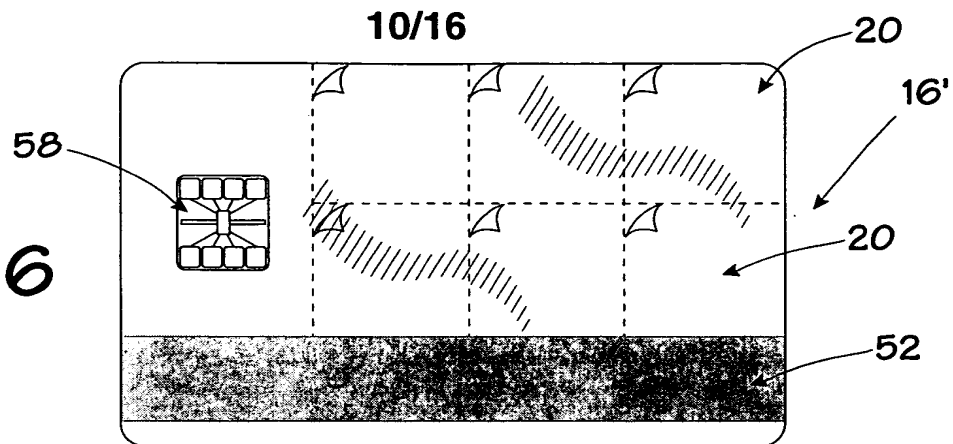


Fig. 17

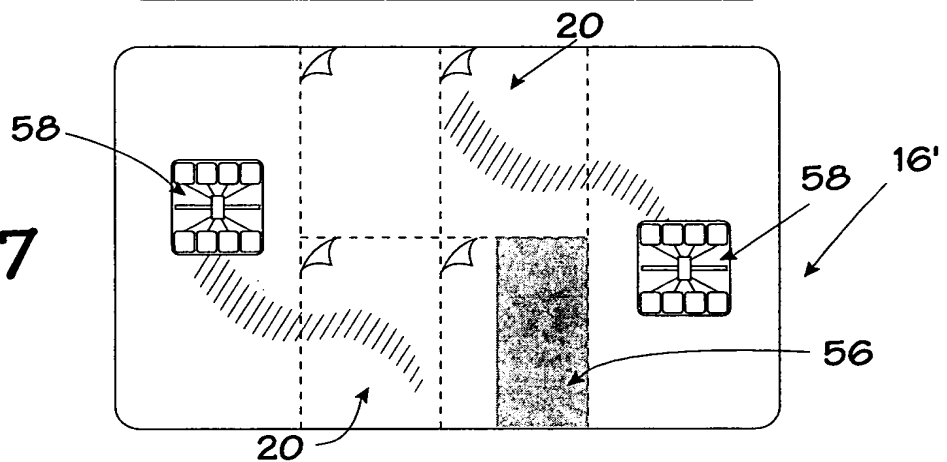


Fig. 18

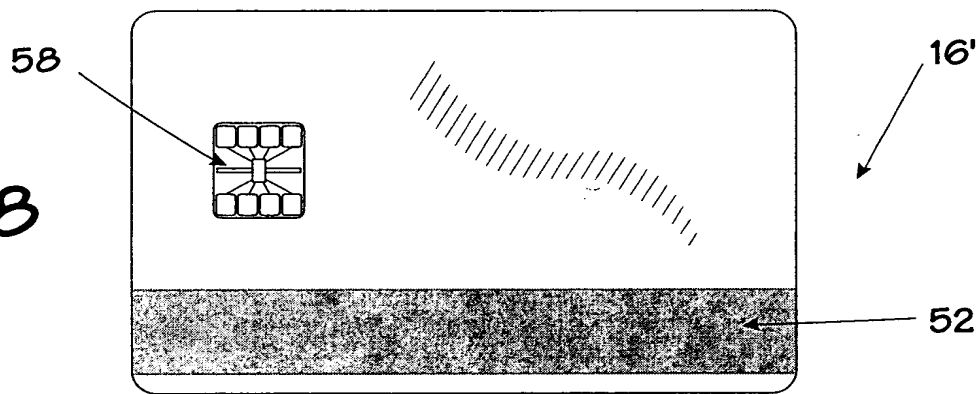


Fig. 19

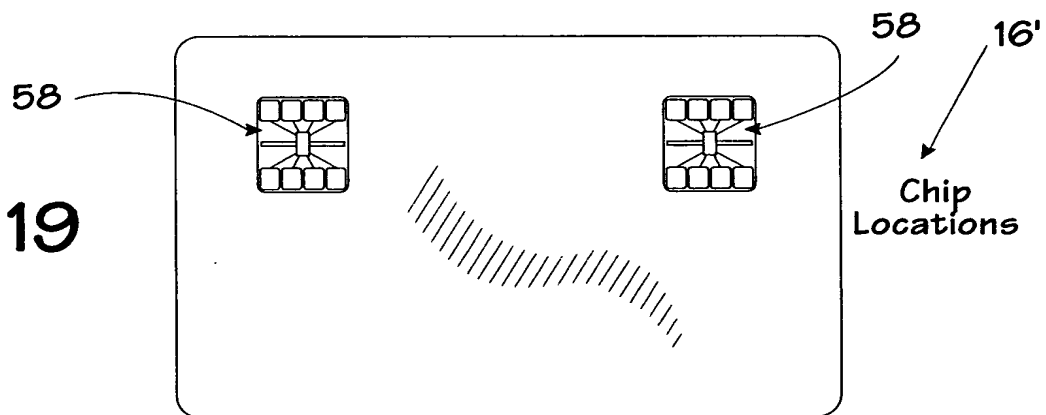


Fig. 20

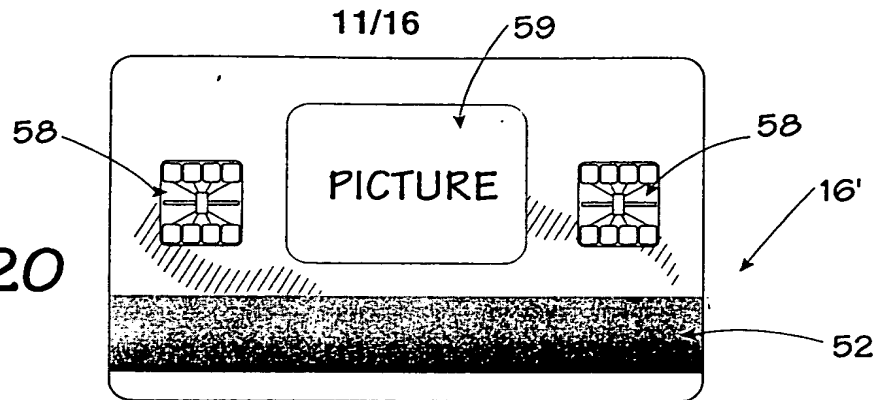


Fig. 21

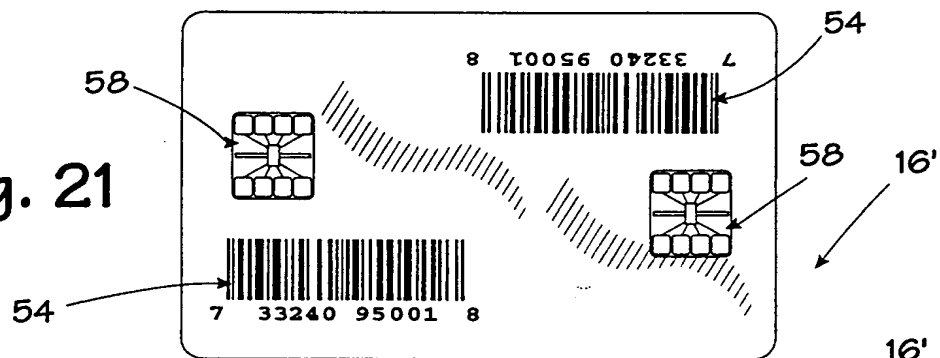


Fig. 22

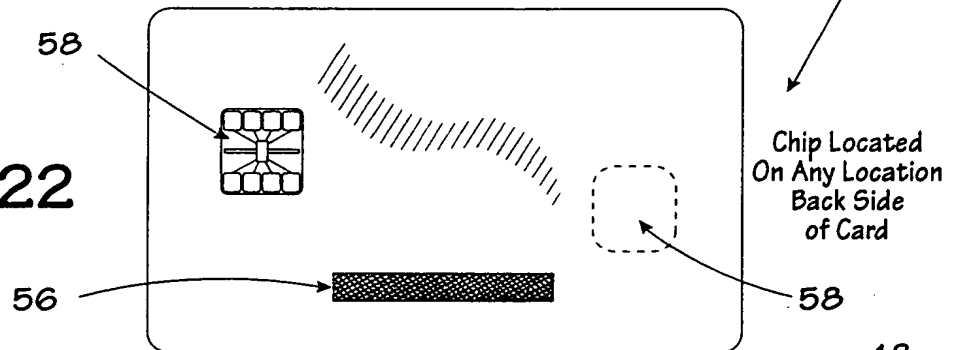
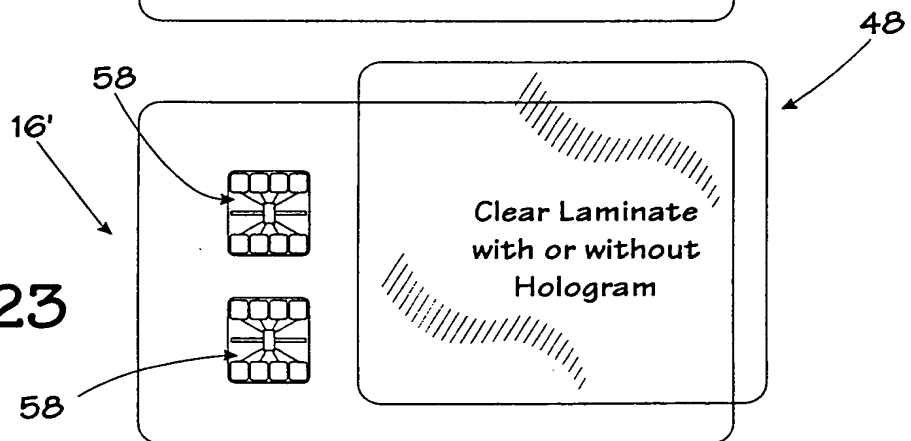


Fig. 23



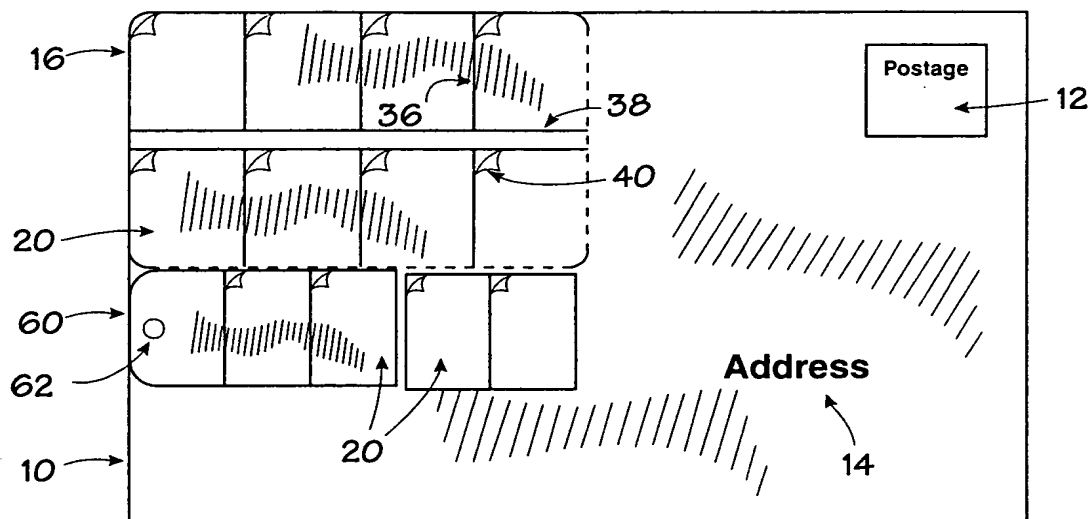


Fig. 24

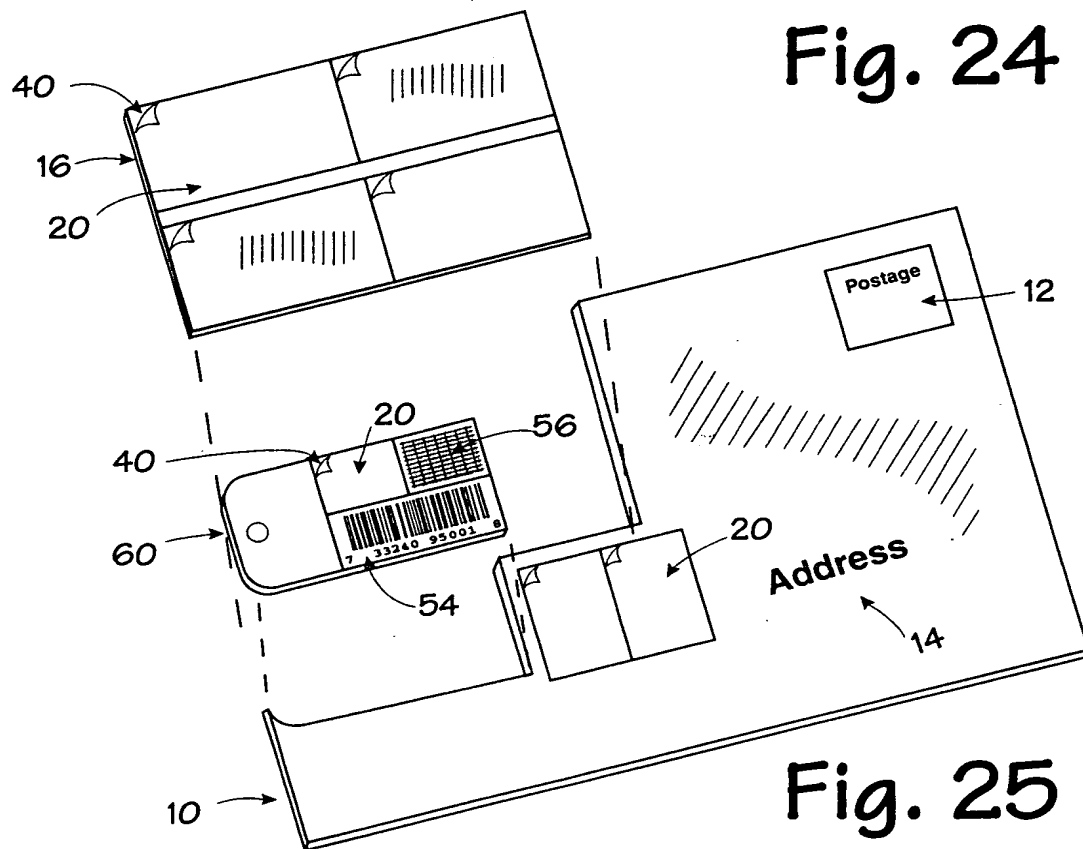


Fig. 25

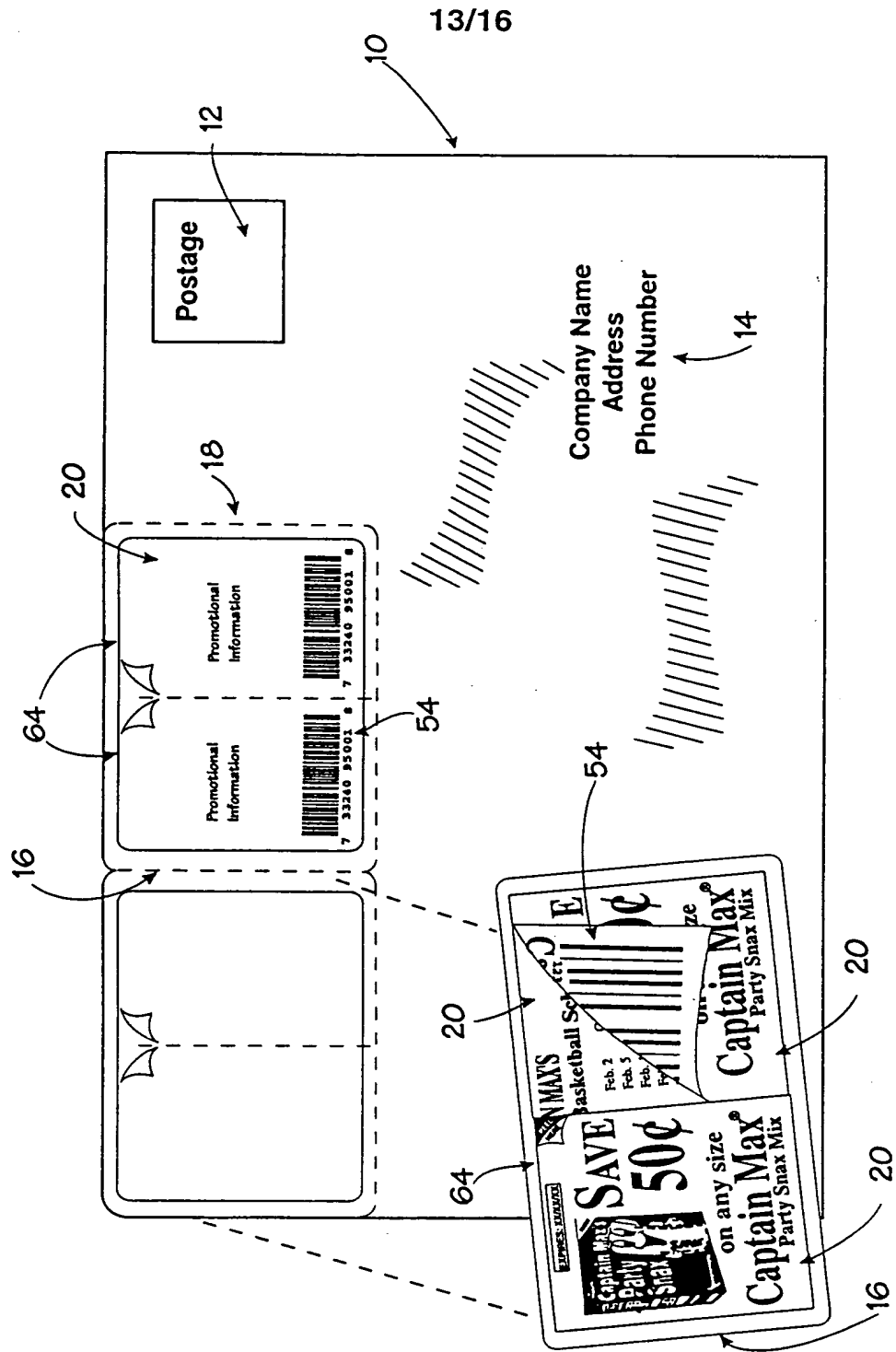
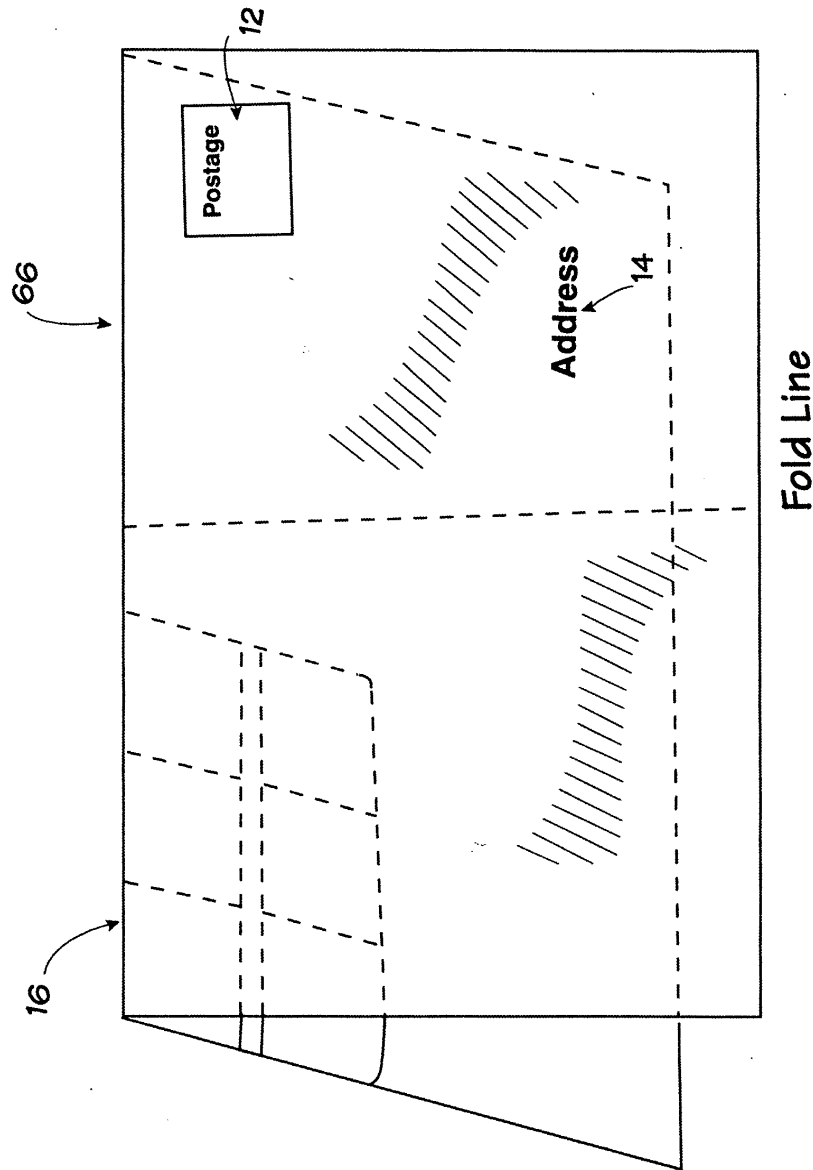


Fig. 26

Fold Over Post Card



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Fig. 27

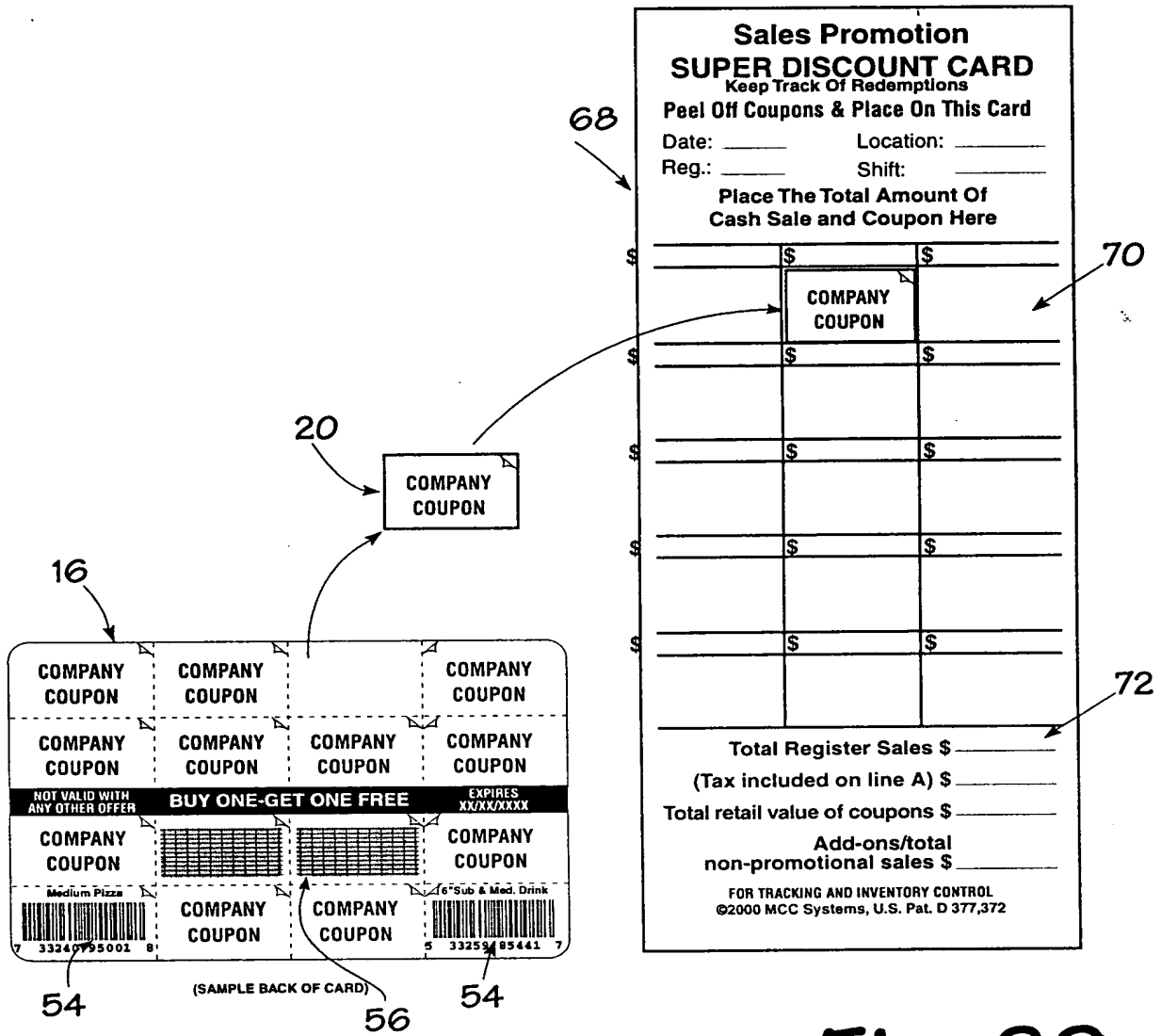


Fig. 28

Fig. 29

68

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Calculation of Promotional Cost
You may add up the
following to get your
true cost of promotion

	1	2	3	4
FOOD (PRODUCT) COST %				
MATERIAL COST %				
LABOR COST %				
OVERHEAD COST %				
TOTAL COST %				

PROMO

	1	2	3	4
NUMBER OF PEELERS				
RETAIL VALUE OF EACH				
TOTAL RETAIL VALUE OF COUPON				
COST OF PRODUCT				
COST OF PROMOTION				

TOTAL cost of promotion \$

Fig. 30